



**KOLEJ YAYASAN PELAJARAN JOHOR
ONLINE FINAL EXAMINATION**

COURSE NAME : EVENT MANAGEMENT
COURSE CODE : DHM 3163
EXAMINATION : NOVEMBER 2020
DURATION : 6 HOURS

INSTRUCTION TO CANDIDATES

1. This question paper consists of **THREE (3)** :
 - PART A (30 Marks)
 - PART B (40 Marks)
 - PART C (30 Marks)
 2. Please refer to the detailed instructions in this question paper.
 3. Students are allowed to refer to resources such as lecture notes, books, internet or any other relevant resources.
 4. Answer ALL questions in the answer sheet which is A4 size paper (or other paper with the consent of the relevant lecturer).
 5. Write your details as follows in the upper left corner for each answer sheet:
 - I. Student Full Name
 - II. Identification Card (I/C) No.
 - III. Class Section
 - IV. Course Code
 - V. Course Name
 - VI. Lecturer Name
 6. Each answer sheet must have a page number written at the bottom right corner.
 7. Answers should be handwritten, neat and clear.
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DO NOT TURN THIS PAGE UNTIL YOU ARE TOLD TO DO SO

*This answer scheme consists of **11** printed pages including the front page*

PART A

This part contains **THIRTY(30)** questions.

Answer ALL in the Objective Answer Paper.

1. What is a potential sponsor for an event that comes from the industry?
 - A a hotel.
 - B a school.
 - C a factory.
 - D an individual.

2. Purpose of a conference event could be _____.
 - A to make profit
 - B to deal a new project and discussion
 - C for community and social responsibilities
 - D to exchange information and update latest changes

3. Which of the following is **NOT** referring to family event?
 - A Class.
 - B Wedding.
 - C Family day.
 - D Birthday party.

4. Concert and performance used to showcase local, craft dance are examples of _____.
 - A art event
 - B sport event
 - C family event
 - D political event

5. Conducted repeatedly in the same location refers to _____.
- A mega event
 - B major event
 - C minor event
 - D hallmark event
6. This event generally have much longer time _____ than other events and can go for several weeks.
- A date
 - B purpose
 - C audience
 - D experience
7. Two or more speakers expressing their opinion refers to _____.
- A panel
 - B forum
 - C seminar
 - D workshop
8. _____ will include in transportation charges.
- A Space
 - B Shuttles
 - C Baggage
 - D Equipment
9. A good relationship with _____ of all commodities will ensure that only quality products will be received.
- A team
 - B friend
 - C supplier
 - D organizer

10. Project information in paperwork include date, time, place and _____.

- A theme
- B goodies
- C decoration
- D entertainment

11. Lack of community support is an example of the reason of failure of an event based on _____.

- A demand
- B cooperation
- C management
- D external forces

12. What is the possible risk when organizing an event?

- A Theme.
- B Parking.
- C Location.
- D food poisoning.

13.



Figure 1.0

The picture on figure 1.0 refers to _____.

- A ladder
- B maxi lift
- C tallescope
- D cherry picker

14. The fourth purpose of an event is _____.
- A making profit
 - B to achieve memorable experience
 - C to facilitate an exchange information
 - D for community or social responsibilities
15. Timing of an event consists of several factors such as season, day of week, _____ and duration.
- A location
 - B weather
 - C ambiance
 - D time of day
16. Confirmation site for an event is at least _____.
- A 3 weeks
 - B 3 months
 - C 6 weeks
 - D 6 months
17. The following items should be considered for the choice of venue **EXCEPT** _____.
- A safety
 - B parking
 - C location
 - D organizer
18. A theme can be reinforced through a creative element such as _____.
- A event team
 - B the audience
 - C event sponsorship
 - D lighting and special effect

19. Objective accepted by those responsible for achieving it refers to _____.
- A time
 - B specific
 - C achievable
 - D measurable
20. The major consideration for selecting an event venue includes _____.
- A cost
 - B money
 - C storage idea
 - D transport and parking
21. An organizer should find out the _____ before hiring a contractor for an event.
- A audience
 - B size of event
 - C venue history
 - D unique moment
22. Informal discussion based on the title chosen by a group is called _____.
- A panel
 - B forum
 - C colloquium
 - D conference
23. Every event needs a detail planning to ensure all the _____ can be achieved.
- A target
 - B concept
 - C proposal
 - D audience

24. Be _____ about the timing, date and tentative of program.
- A realistic
 - B specific
 - C consider
 - D measurable
25. The possible risk for an event includes _____.
- A community
 - B performance
 - C photographer
 - D crowd control
26. The venue of an event must be strategic, accessible and _____.
- A safe
 - B big size
 - C specific
 - D comfortable
27. Secondary research describes information about _____.
- A promotion
 - B publication
 - C advertising
 - D target market
28. When an event team identify their target market based on personalities, it refers to market segmentation _____.
- A behaviour
 - B generation
 - C demographic
 - D psychographic

29. Evaluating client service can use a formal method such as _____.

- A email
- B message
- C telephone
- D quantitative research

30. Which of the following seating style is suitable for a seminar?

- A U-shape.
- B Theater.
- C Classroom.
- D Boardroom.

[30 MARKS]

PART B

This part contains **NINE (9)** questions.

Answer ALL questions in the Answering Booklet.

QUESTION 1

The most important thing about an event often highlights a person's life.

Explain the event.

(2 marks)

QUESTION 2

Indicate **three (3)** examples of event management companies in Malaysia.

(3 marks)

QUESTION 3

Estimate **five (5)** main committees of an event.

(5 marks)

QUESTION 4

Find out **five (5)** characteristics of a minor event.

(5 marks)

QUESTION 5

Define the terms below :

- a) Clinic
- b) Forum
- c) Seminar
- d) Conference
- e) Symposium

(5 marks)

QUESTION 6

List down five **(5)** reasons why market segmentation is necessary.

(5 marks)

QUESTION 7

Give **five (5)** types of advertising to promote an event.

(5 mark)

QUESTION 8

Describe **five (5)** equipments needed for staging elements.

(5 marks)

QUESTION 9

Justify **five (5)** equipments to be used for staging element according to licensing regulation.

(5 marks)

[40 MARKS]

PART C

This part contains **THREE (3)** questions.

Answer the questions in the Answer Booklet.

QUESTION 1

The most commonly used form for public relations is the press release. Explain **five (5)** guidelines for preparing a press release.

(10 marks)

QUESTION 2

A sponsor will choose an event that attracts audience that has appropriate characteristics.

- a. Determine **five (5)** other resource information to get the financial for an event.

(5 marks)

- b. Elaborate the processes of sponsorship planning.

(5 marks)

QUESTION 3

Market segmentation can be defined in a number of ways to make sure your event gets support from the audience. Discuss **five (5)** types of market segmentation.

(10 marks)

[30 MARKS]

END OF QUESTION PAPER